

ORDER



Orders
Order / Rev: 64783
Alt Order #: 9838754 /Brad
Product Desc: BOB CASEY FOR SENATE
Estimate:
Flight Dates: 10/12/12 - 10/15/12
Original Date / Rev: 10/10/12 / 10/11/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
 1831 Chestnut Street
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Casey/D/Senate
Demographic: A35+
Product Codes: State Elections
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	13	\$4,880.00	\$4,148.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	13	\$4,880.00	\$4,148.00	0.00
Totals	13	\$4,880.00	\$4,148.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	20%	\$4,880.00
Market	100%	\$24,400.00

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	45%	\$10,980.00
WHTM	25%	\$6,100.00
WLYH	0%	\$0.00
WPMT	10%	\$2,440.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																				
N 1	WHP	10/12/12	10/15/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M--F--	1:00	3	\$300.00	P-3	0.00	NM	3	\$900.00																				
N 2	WHP	10/14/12	10/14/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	1:00	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00																				
N 3	WHP	10/12/12	10/15/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	1:00	2	\$180.00	P-3	0.00	NM	2	\$360.00																				
N 4	WHP	10/12/12	10/15/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M--F--	1:00	3	\$300.00	P-3	0.00	NM	3	\$900.00																				
<table><tr><th>Spot</th><th>Ch</th><th>Date Range</th><th>Description</th><th>Start/End Time</th><th>Weekdays</th><th>Length</th><th>Rate</th><th>Rtg</th><th>Type</th></tr><tr><td>2</td><td>WHP</td><td>10/12/12-10/15/12</td><td>M-F 11p-1135p News</td><td>11p-1135p</td><td>M---F----</td><td>1:00</td><td>\$300.00</td><td>0.00</td><td>NM</td></tr></table>																Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type	2	WHP	10/12/12-10/15/12	M-F 11p-1135p News	11p-1135p	M---F----	1:00	\$300.00	0.00	NM
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type																										
2	WHP	10/12/12-10/15/12	M-F 11p-1135p News	11p-1135p	M---F----	1:00	\$300.00	0.00	NM																										
N 5	WHP	10/12/12	10/15/12		CM	1135p-1235a	M--F--	1:00	3	\$140.00	P-3	0.00	NM	3	\$420.00																				

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Advertiser: Casey/D/Senate
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 Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Letterman Letterman															
Spot	Ch	Date Range	Description	Start/End Time		Weekdays	Length	Rate	Rtg	Type					
1	WHP	10/12/12-10/15/12	Letterman See MG 5.4,5.5,5.6 [No Avail]	1135p-1235a		M----F----	1:00	(\$140.00)	0.00	NM					
2	WHP	10/12/12-10/15/12	Letterman See MG 5.4,5.5,5.6 [Preempted by NSM]	1135p-1235a		M----F----	1:00	(\$140.00)	0.00	NM					
3	WHP	10/12/12-10/15/12	Letterman See MG 5.4,5.5,5.6 [Preempted by NSM]	1135p-1235a		M----F----	1:00	(\$140.00)	0.00	NM					
4	WHP	10/12/12-10/15/12	M-F 6a-7a News Ⓜ MG for 5.2,5.1,5.3 [MG within Flight]	6a-7a		M----F----	1:00	\$140.00	0.00	NM					
5	WHP	10/12/12-10/15/12	SEC Day Game Ⓜ MG for 5.2,5.1,5.3 [MG within Flight]	Various		-----Sa--	1:00	\$250.00	0.00	NM					
6	WHP	10/12/12-10/15/12	Sa 1230a-130a Ⓜ MG for 5.2,5.1,5.3 [MG within Flight]	1230a-130a		-----Sa--	1:00	\$30.00	0.00	NM					
N 6	WHP	10/12/12	10/15/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	1:00	1	\$300.00	P-3	0.00	NM	1	\$300.00
													Totals	13	\$4,880.00